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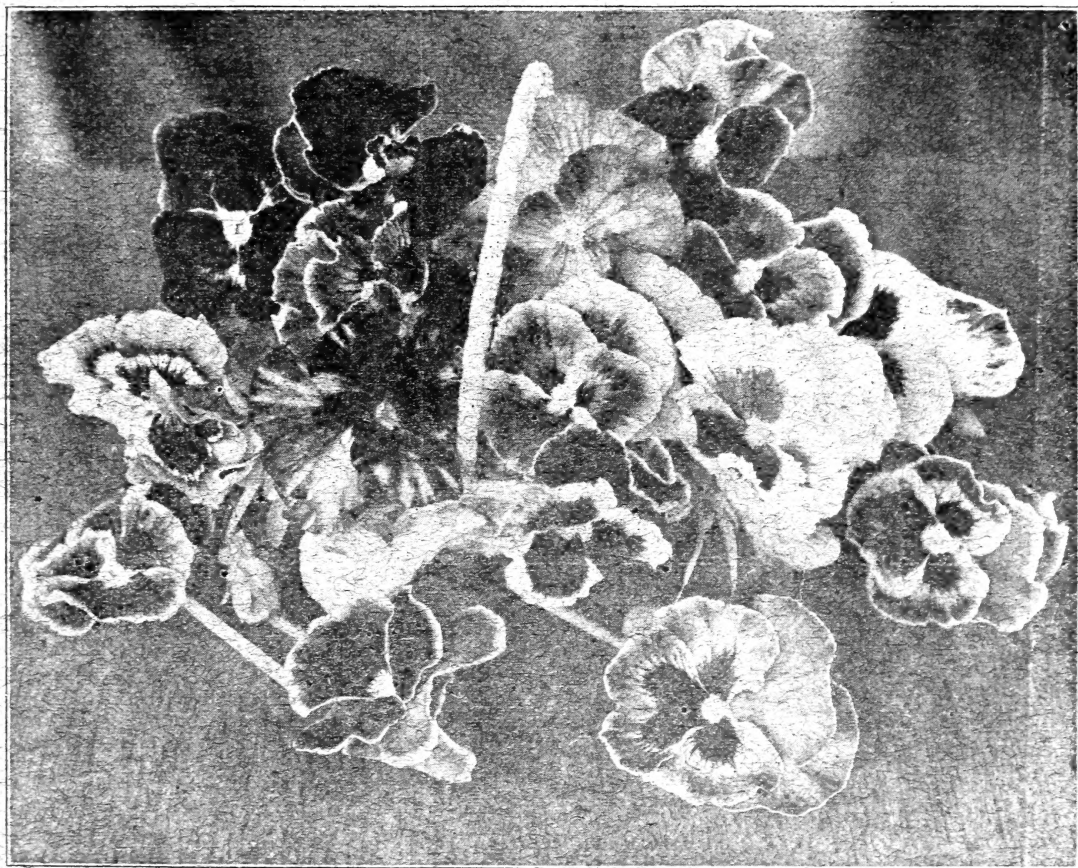
GUIDE TO

PANSY CULTURE

AND CATALOGUE OF

PREMIUM AMERICAN
PANSY SEEDS AND PLANTS

1910



Other Seeds and Plants, Ornamental
Shrubbery, Toole North Star Seed Corn

Grown by

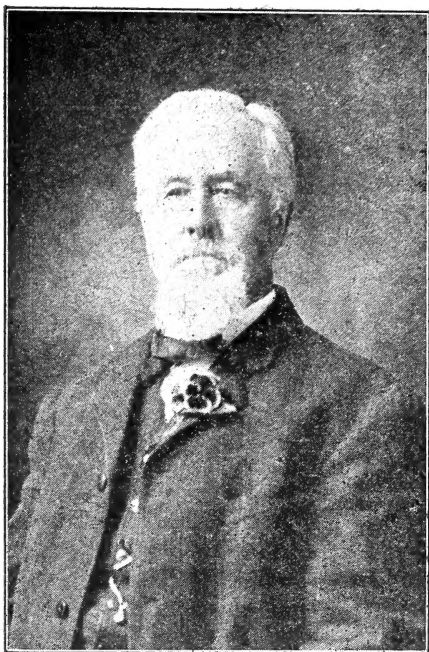
WILLIAM TOOLE & SONS

PANSY SPECIALISTS

Pansy Heights

Baraboo, Wis.

OUR ANNUAL GREETING. 1910.



WILLIAM TOOLE, SENIOR MEMBER OF FIRM

Our first catalogue with directions "How to Grow Pansies" was issued twenty-five years ago. The junior members of the firm of William Toole & Sons think the occasion sufficiently noteworthy to mark the event with a picture of the senior member of the firm. We still have customers who met the writer of this greeting when showing pansies at the Illinois State Fair at Chicago in 1884. They may be interested in noting the changes which time has wrought.

The pansies are as beautiful as ever and in greater variety. We are always glad to have our customers come and see our pansy field from early in August until the ground freezes in late fall. We have other beautiful flowers through the growing season, but pansies continue to be our leading specialty. We are as confident as ever of the superior quality of our PREMIUM AMERICAN PANSY SEEDS, and are gratified that we have so many long time customers. We thank our friends for their gener-

ous recommendations of our seeds and plants to others. Our customers have always been our best advertisers.

We wish all of our customers, old and new, a Prosperous and Happy New Year.

GENERAL REMARKS.

WE GUARANTEE to fill all orders received. If seeds or plants fail to reach you in due season or if they do not arrive in good condition let us know at once and we will do our best to make everything satisfactory. We exercise the greatest care to fill all orders correctly and pack them safely. If mistakes occur or shipments miscarry we will promptly refill or refund the money.

CLUB ORDERS.

There is an advantage in club orders if all are sent to one person, not only by lower rates for the larger quantities of plants, but also through proportionately lower express rates. Express rates are lower on plants than on general merchandise.

In club orders each person's collection will be marked separately, and extras sent to the person making up the order.

REMITTANCES.

Money at our risk if you send express order, postoffice order or bank draft on Chicago or Milwaukee banks or banks of larger cities. Letters containing bank bills should be registered. Small amounts in silver are generally safe. Stamps accepted; one or two cent stamps preferred. Make orders plain, separate from other correspondence. Don't forget to sign your name and send all orders to

WILLIAM TOOLE & SONS,

Pansy Specialists,

Pansy Heights,

Baraboo, Wis.

Local and Long Distance Telephones.

Pansies, and How to Grow Them

"There's pansies, thats for thoughts."—Shakespeare.

ORIGIN OF THE PANSY.

Among all the floral treasures of our gardens there is no flower more interesting, more varied in color and markings, nor more generally loved than the pansy, or heartsease. Pansies have been wonderfully improved in recent years and yet we thought them very beautiful in the days when we compared their improved size and color with the Johnny-Jump-Up in the old times gardens. It was just about a century ago that some English gardeners and other flower lovers first commenced to make improvements in the pansy by selection and by crossing different species of *Violas*. Of the various species used, the ones which proved most useful are: *Viola tricolor*, *Viola cornuta*, and *Viola lutea*.

PANSIES AS CUT FLOWERS.

If tastefully arranged, pansies may be very useful for decoration. They are best suited for little bouquets in small vases, or to be spread out on flat platters. They should not be crowded but should be arranged loosely enough to show up the individual beauty of each flower. The prettiest effects are secured by cutting the entire branch a little distance below the oldest flower and arranging these according to taste. With real lovers of flowers the pansy is the great favorite for home-table and living-room decoration. Invalids and convalescents always find great enjoyment in studying the faces of pansy-flowers, for the faces are in such variety and are so suggestive. The delicate shades of many varieties make them very suitable for design work. Light Blue or Lord Beaconsfield used in combination with whites are especially effective. The pure whiteness and very delicate fringing of the variety, Eider-down, makes it very valuable for designs.

ARRANGING CUT PANSIES.

In displaying pansies for exhibition purposes wet sand or damp moss will answer to support the flowers, but we prefer shallow trays or pans of water covered with wire netting through which the flower stems are inserted into the water. For table decoration saucers, soup-plates, platters, or other shallow dishes of water may be covered with grasses or other foliage in sufficient quantity to keep the flowers above the water.

GENERAL REMARKS.

Pansies are not deeply rooted plants, therefore they must be furnished rich soil, and not allowed to become very dry, but the fertility must be such as can be used at once, and not consist of coarse fresh manure and the moist condition of soil must not run to the extreme of continued wetness.

They are natives of Western Europe where the climate does not run to such extremes of temperature as ours, and they do best in cool growing weather, consequently our best flowers are to be had in spring or late summer and fall.

From central Illinois northward, if but one sowing is made, most satisfaction may be derived from planting out of doors early in spring. These plants will bloom from midsummer until snow flies and, if properly cared for will live over winter and give the earliest flowers in spring and an abundance of bloom until summer heat has drawn the branches out so long that they had better give way to younger plants.

South of the latitude above mentioned, it is better to depend on spring flowers from plants started in late summer and early fall, or from seeds planted in the greenhouse or house in January.

Pansies commence to flower in from seventy to eighty days from the time of sowing, under reasonably favorable conditions, and my customers in the extreme south and on the Pacific coast will thus see that the fall sowing they may have a long period of flowering before the summer heat commences.

In the latitude of northern Illinois and Wisconsin, seeds for plants to winter over should not be planted later than the first of September. If plants are desired for winter blooming sow late in July. Flowers can be had nearly as early from plants started in the greenhouse from middle of January to middle of February, but in the house it would be better not to plant earlier than March, for it is necessary to give the young plants room as they grow, planting out in shallow boxes before they become drawn and slender. If seeds are sown out of doors just before winter sets in, they will come up early in spring and flower before July.

SOWING SEEDS.

The same care is required in sowing pansies as for other small seeds. They must not be covered too deeply, nor be permitted to dry after they have commenced to germinate, for a dried plant is dead no matter how small it is.

Pansy seed should be sown thinly in shallow furrows not more than one-sixteenth of an inch deep, made with the sharpened edge of a piece of lath. The seed-bed should be mellow and rich, leveled smooth before the seeds are sown, and after sowing the seeds should be covered evenly, and the surface pressed with a piece of board. The seed-bed should be watered and shaded until the young plants are up, after which they should be gradually accustomed to full light. Shade for the seed-bed may be secured by laying over some kind of frame about a foot from the ground, laths or pieces of sheeting.

As soon as the plants are up the shading must be gradually removed as there is always danger of "damping off" with any kind of small plants in close, warm and damp situations. Too high temperature in the seed-bed is

fatal to pansy seeds, and those planted in midsummer will not germinate strongly if the thermometer in the shade ranges for a long time above 75 degrees. If the seeds are permitted to dry after they have sprouted their vitality is gone. If covered too deeply they cannot come up.

WHERE TO GROW PANSIES.

Pansies may be grown in the house or greenhouse in winter, if young plants just commencing to bloom in the fall are used. They should not be kept too hot and dry and should be protected from green fly and red spider. Old plants which have done service in the garden are not suitable for winter blooming. Several plants in a box are better than single plants grown in earthen pots. In the summer they will do well on the balcony, porch, or window sill if not directly facing the south; and when grown in this way no plant better repays the care given. They may be grown in the garden anywhere, if not too hot a place or if not where they must struggle with larger plants or trees for nourishment and sunlight. They should not be planted where the land slopes to the south. In bedding, the best color effects may be had by planting separate colors in masses to give the contrast of the various shades of blue or purple, like Light Blue, Lord Beaconsfield and Emperor William, with yellow, white, or the brown shades. For an eastern or northern aspect pansies are fine for window boxes. Pansies, when wintered over, give the earliest flowers in the garden. After blooming a couple of months they may be succeeded by the usual summer bedding plants like geraniums, verbenas, salvias, etc. Young pansy plants bloom well through the summer and are useful to follow the early spring bulbs.

GENERAL MANAGEMENT.

The plants which have flowered in the spring will do well again in the fall if the long branches are cut back late in June.

The ability of the pansy to stand hot weather depends greatly on its treatment. If the soil is rich enough, and not too dry, nor in too hot a situation, pansies, with frequent cultivation, will stand a long siege of hot weather, if no seeds are allowed to form. With this care one can have pansies from young plants in midsummer. A rich, sandy loam is better for pansies, and if not too stiff, a clay soil is better than that which is very sandy. But whatever its texture, the soil should be made rich with well rotted manure, thoroughly incorporated with the soil, and stirred several times while the plants are in the seed-bed. This thorough preparation of the soil before transplanting is very important.

Well-rotted manure, if to be had, is preferable to commercial fertilizers.

Transplant after the plants have attained the fourth or fifth leaf and before they have become drawn and slender with crowding. An eastern or northern slope is preferable. My own experience does not permit me to favor shade, although shade is preferable to too much heat, and the shade of trees is more objectionable than the shade of buildings. Temporary shade during the hottest portion of the day in extremely warm weather would be an advantage, but shade the whole season through will not admit the brightest colors, or an abundance of flowers.

If watering is necessary and possible, the ground should be well soaked in the evening, and thoroughly stirred, about two inches deep next morning, as soon as the soil is dry enough.

Cultivation without watering, is better than watering without cultivation.

Keep the buds picked off after transplanting until the plants are well es-

tablished, and also during very hot weather, for a good display of flowers in the fall.

When growing where they are to stay, about eight inches to a foot square of space should be allowed each plant. Frequent stirring of the soil is necessary between plants until they are too large.

A crust should never be permitted to form on the surface. Frequent cultivation is, more than anything else, the secret of success in pansy growing.

WINTER PROTECTION.

The plants which have flowered through the summer and fall will usually winter over well if protected with a light covering of leaves or straw which is better if a little brush has been placed over the plants first.

Young plants are quite hardy if protected from sharp winds, and not allowed to become too wet near the surface of the ground. The young plants should be transplanted from the seed-bed to winter quarters early enough to become well rooted before winter sets in.

Boards may be used instead of glass for cold frame covering; glass should be shaded if too warm, as it is desirable to keep the plants dormant, and they should be watered if necessary, as the roots will sometimes freeze dry if not looked after.

A good way to protect pansy and other plants is to have a V trough of narrow boards to cover the plants with, and then throw on some coarse litter of leaves, straw, manure or shavings. In all cases thorough surface drainage must be provided to prevent water from accumulating about the plants and forming ice about them.

PANSY PESTS.

Pansies, like many other flower plants, in hot, dry weather, are liable to be injured by the so-called "Red Spider," a minute insect which attacks the under surface of the leaves of many garden and field plants, causing them to wither, as if from dryness. Spraying of water from a garden pump directed forcibly against the plant will reach the under side of the leaves and destroy the insects. The addition of pyrethrum powder or else kerosene emulsion to the water makes the remedy still more effective.

As the red spider flourishes best in a dry atmosphere, it is often the case that plants in the shade of trees suffer because heavy dews are kept from the plants by the trees. Aphis or plant lice cause more injury in gardens than people are generally aware of. Apply, in any way to wet the plant lice, a solution of one teaspoon of nicotine to two quarts of water. The same may be used on house or other plants troubled with scale or shell louse, mealy bug or red spider. Kerosene emulsion or a strong tobacco tea will do nearly as well.

VARIETIES OF PANSY SEEDS AND PRICES.

In the following list I continue the simple classification heretofore followed, which is briefly descriptive of kinds.

Our old customers each year recognize increased and changing variety in the markings. With careful selection and persistent rejection of anything not up to our standard of excellence we attain to the highest grade in quality. No variety of flower responds more readily to good care than does the pansy, and none are more sensitive to neglect or careless treatment. For that reason it is possible for the best strain of seed to not show its full beauty because not given a chance.

Please give ours a chance to show what they can do.

We are confident that our American grown pansy seeds are better adapted to our climate than are those of foreign growth.

Price of pansy seeds 10c per pkt. except where otherwise noted.

No. A 1 Columbia—The red, white and blue. Of large size, perfect form and exquisite coloring. Probably no flower grown combines to the same extent our national colors as does our new pansy Columbia. Price per packet 15c.

No.

- 1 Deep Blue—varying from bright to very dark blue.
- 2 Blue Black Shaded—black in center changing outward to shades of blue.
- 3 Light Blue—delicate shades of light blue or lavender.
- 4 Nos. 1, 2 and 3 mixed.
- 5 Uncle Tom—my own strain—the deepest black of pansies.
- 6 Black—violet center.
- 7 Black—bronze center.
- 8 Nos. 5, 6 and 7 mixed.
- 9 Havana Brown—attractive shades of light brown, old gold, etc.
- 10 Velvet Brown—very rich and velvety dark brown shades.
- 11 Brown and Bronze—dark mahogany shades with brown center.
- 12 Bronze—varying from light bronze to copper hue.
- 13 Nos. 9, 10, 11 and 12 with other shades of brown; mixed.
- 14 Fancy Red—reddish shades of purple from rosy to almost crimson. This variety, originating with myself, is in all respects the best red pansy.
- 15 Rose—a new variety of my own and quite distinct from any other, with light shades of pink to deep rose, and carmine purple, with rich velvety centers.
- 20 Velvet Purple—rich, dark shades of royal and purple velvet.
- 21 Nos. 14 to 20 mixed.
Marbled—beautiful combination of colors on white or yellow ground.
- 22 Marbled White Ground.
- 23 Marbled Yellow Ground.
- 25 Marbled Dark.
- 26 Marbled mixed.
- 28 Fiery Purple—velvety scarlet purple shades with yellow.
- 29 Fire King—upper petals bright purple red, the others yellow with large center markings.
- 30 Mixture—22 to 29 inclusive.
- 31 Rosy Lilac—flowers varying from pale lilac to darker shades.
- 34 Striped Mixed—flowers beautiful and curiously marked, with lilac, bronze and yellow on purple.
- 35 Nos. 31 and 34 mixed.
- 36 Snow Queen—pure white with characteristic yellow dot in center of flower, sometimes marked near center with faint blue or purple lines.
- 37 White Penciled—much like Snow Queen with blue or purple lines near center of flowers.
- 38 White, Large Center.
- 39 White, Blue Edge.
- 40 Nos. 36 to 39 inclusive, mixed.

Odier or Five Spotted—while other pansies have center markings only on three lower petals these marks are shown on all petals in this variety.

- 41 Odier white ground.
- 42 Odier red ground.
- 43 Odier yellow ground.
- 44 Odier mixed.

- Large Spotted—very large, rich center markings in great variety.
- 45 Large Spotted—white ground.
 - 46 Large Spotted—red and white ground.
 - 47 Large Spotted—red and yellow ground.
 - 48 Large Spotted Mixed.
 - 50 Mixed of Odier and Large Spotted.
 - 51 Bugnot—a Giant Odier of great beauty and variety of markings. Packet 15c.
 - 52 Giant Masterpiece—flowers very large; petals frilled and ruffled, some appear as if double; have Odier style of colors. Packet 15c.
 - 53 The two preceding varieties mixed. Packet 15c.
 - 54 Emperor William—blue with large dark center.
 - 55 Lord Beaconsfield—dark purple shading to lavender.
 - 56 Wm. Penn—light drab, shading to brown or pearly gray.
 - 57 Nos. 54 to 56 mixed.
 - 59 Gloriosa Perfecta—beautiful markings with rich steel blue shading over the colors. Some with white, others with white and crimson edges.
 - 59 Rainbow—much after style of Gloriosa Perfecta with an additional blending of yellow.
 - 61 Black with crimson and white edge—Freya.
 - 63 Silver Edge—rich purple shades with distinct white border.
 - 64 Nos. 58 to 63. Fancy bordered varieties mixed. Nothing more beautiful than this class in all the varieties of pansies.
 - 65 Deep Yellow—no yellow flower grown is more attractive than the deep yellow pansy.
 - 66 Light Yellow—canary yellow to creamy white.
 - 69 Sunshine or Goldelsie Pure yellow without other markings, while on a few plants the flowers are penciled with lines of black or brown near the center.
 - 70 The preceding yellow varieties with Giant Yellow mixed.
 - 71 Blue shaded with brown—interesting colors.
 - 72 Veined—marking curious and beautiful.
 - 73 Blue with white border.
 - 74 Orchid Flowered—flowers large of varying shades of yellow, buff, pink—indescribable.
 - 75 The three preceding varieties mixed.
 - 76 Yellow Thunder. Named after a Winnebago Indian chief who was much esteemed by the early settlers of Sauk county. Color a salmon yellow overlaid with coppery brown. In some flowers the darker shade predominates while others are light. Altogether the combination of colors is very unique and attractive. Per packet, 25c.
- Giant Trimardeau—the flowers and plants of this class of pansies average larger than others. They have been greatly improved in form and colors.
- 100 Giant Yellow—flowers very large, bright yellow, with black or brown velvety centers.
 - 101 Giant Purple—rich velvet shade.
 - 102 “ Beaconsfield.
 - 103 “ Emperor.
 - 104 “ Light Blue—with delicate light blue and lavender.
 - 105 “ Dark Blue—deep blue to almost black.
 - 106 “ Snow Queen—larger than the ordinary Snow Queen.
 - 107 “ Penciled White—one of our own varieties.
 - 108 “ White—the flowers are very large with rich violet center markings.
 - 109 “ Striped—always attractive.
 - 110 “ Rosy Lilac—these have large, often fringed, flowers in light and dark shades of lilac.

- 116 Giant Auricula—in varying shades of rosy buff, chamois, etc.
- 117 " Havana Brown—old gold, fawn, russet, etc.
- 119 " Pretiosa - with a deep violet blotch on each petal surrounded by rosy to crimson purple and edged with white.
- 120 " Rosy Morn from rosy to crimson purple with white edge.
- 121 " Indigo rich royal purple and dark blue purple shades.
- 122 " Rainbow in reddish purple and yellow with steel blue shading.
- 123 " Pearl in shades of drab, brownish, lavender, etc.
- 124 " Lavender - a lovely shade of lavender blue with rich violet blue center. The flowers are large, of good substance and very attractive. Per packet, 20c.
- 125 " Black. Flowers of large size and deep black.
- 126 " Fire King This variety gives a rich combination of yellow and red shades. Per packet, 15c.
- 127 " Mme. Perrett - varying from wine color to rosy purple on white or yellow ground; a noticeable variety.
- 128 " Eiderdown a beautiful white pansy of the giant class, with flowers perfect in form and delicately fringed around the edges; of the purest white except a faint tinge of lavender near the center. As an exhibition flower this variety always attracts attention and because of its free branching habit it is a profuse bloomer and especially valuable for bedding. Per packet 20c.
- 129 " Cyclone - This variety is also of the giant class, and because of its delicate shading, is always a favorite. It has white ground, flushed near the outer edge with rosy lilac and bordered with purple. It is also a free bloomer and shows finely as a bedder. Per pkt. 20c.
- 130 " Show - a choice selection of giant varieties mixed. Per pkt. 15c.

GENERAL MIXTURES OF PANSY SEEDS.

- 133 Extra choice mixed. This is my premium collection mixed. Pkt. 10c; trade pkt. 20c; ½ oz. 50c; ¼ oz. 75c; 1 oz. \$2.75.
- 134 Selected mixed. Selected from plants typical of their respective classes. Pkt. 15c; trade pkts. 30c; ½ oz. 70c; ¼ oz. \$1.20; 1 oz. \$4.00.
- 135 Hesperian pansies. A selection of the most beautiful varieties noticeable for large size and perfection of form and coloring intended for those who wish to grow a few of the very best; pkt. 25c; trade pkt. 50c; ½ oz. \$1.50; ¼ oz. \$2.50.

Trade pkts. contain about 1000 seeds; ½ oz. at ounce rates.

Premiums: For \$1.00 order pkts. to amount of \$1.20; for \$2.00 order to amount of \$2.50.

The above premium applies to seeds in pkts., but not to trade pkts., or seeds by weight.

The same premium is allowed for other seeds as for pansy seeds.

Pansy plants. For prices of pansy plants see general list of plants.

ASTERS.

The same directions given for care of pansies in seed-bed will apply to asters, except that the latter may be covered a little deeper. Seeds may be sown from the time frost leaves the ground until late in May. Plants started in May will be ready for the fall fairs. Make the soil into which they are transplanted rich, stir the surface frequently and mulch before they begin to bud.

Asters when in bloom should not suffer for want of water. They are fine

grown in pots for decorative purposes. When the plants are in full bloom out of doors they may be lifted with some soil about the roots and placed in a bowl or tumbler of water with a little moss in the bottom. They will thus keep in condition longer if removed to the house for decoration than they would if exposed to the weather in the garden.

With so much need for white flowers none are more useful than white asters. These, with the lighter shades of purple, blue and rose or pink, are very much used for decorative work. A choice selection of these colors, in the best varieties, has been chosen for customers.

All asters 10c per packet except as noted.

- 140 Paeonia Flowered Perfection. Flowers large, globular free blooming, and in great variety of shades.
- 141 Paeonia Flowered, white.
- 142 Paeonia Flowered, pink.
- 143 Paeonia Flowered, light blue.
- 144 Rose Flowered. Flowers medium large, in great variety of colors, very double and free blooming, durable and satisfactory for decorative purposes.
- 145 Rose Flowered, white.
- 146 Rose Flowered, light carmine.
- 147 Rose Flowered, light violet.
- 148 New Branching aster. Flowers large, of fine form, with long stems; superior to all other asters for bouquets; mixed.
- 149 New branching, white, pink, crimson or lavender blue, separate.
- 150 Giant Comet. Flowers large with long petals like chrysanthemums and in variety of colors; branches long.
- 151 Giant Comet in white, pink or light blue separate.
- 156 Ostrich Feather. Much after style of Giant Comet. Flowers large in variety of colors; long stems.
- 157 Ostrich Feather, white, light blue or pink separate.
- 158 Tall varieties mixed.

HALF-TALL VARIETIES

- 159 Comet. A new variety attracting much attention because of resemblance to Japanese Chrysanthemums, colors mixed in shades of bright pink, light rose, lilac and white striped.
- 160 Early Express. A white aster very early of the Comet class; flowers very large for so early a variety.
- 161 Hohenzollern. Another of Comet class. Flowers of the largest size and in variety of colors.
- 162 Queen of Earlies. Flowers medium to large size on long stems, very early and desirable. Mixed colors.
- 163 Queen of Earlies. White, pink, light blue or crimson, separate.
- 164 Half-tall varieties mixed.
- 165 All varieties mixed.

OTHER MIXTURES

To accommodate the large demand for asters for decorative work we offer for florists' use a mixture of best white with light blue and pink, or carmine shades as:

- 146 Florists' Mixed.

And for the same uses we offer a mixture of the best white varieties.

- 147 Mixed Whites.

Trade packets of any kind containing triple quantity at double price.

PLANT DEPARTMENT

PLANTS FOR HOUSE AND GARDEN

The selection of varieties for our plant list has been made with reference to their fitness for outdoor growing, window boxes in summer, veranda boxes, and vases, without regard to their usefulness as winter house plants. We find that many things which formerly were classed only as greenhouse plants are fine for summer growth either outside of the window, in the garden, or as climbers by the porch.

Plants for Window Boxes. Our customers often inquire about plants suitable for window boxes and vases. Selection may be made from the following: Geraniums in variety, Paris Daisy, Feverfew, Salvia Splendens, Cigar Flower, Verbena, Petunias, single or double, Thunbergia, Lobelia, Double Alyssum, Vinca, Ageratum, Coleus, Tradescantia.

Garden Annuals. In offering seedling plants of our garden annuals we seem to have supplied a long felt want, and we have been surprised at the great demand for them for bedding purposes. Many do not care to trouble with seed sowing, others order a few to fill vacancies, or such varieties which they cannot start early. Many find it much cheaper at the moderate prices we charge to buy our strong transplanted plants, rather than run the many risks of failure in starting them from seeds.

Care of Plants When Received. The plants when received, whether by express or mail, should be taken to the cellar or some other cool place, and unpacked at once. The roots should then be sprinkled with water and covered with fresh soil, planting them out in the evening or early in the morning. The bed should have been prepared some time previously, the surface being stirred frequently. The plants, with watering and shading, may then be safely planted even in dry weather.

Express Rates. Express rates on plants are 20% less than merchandise rates.

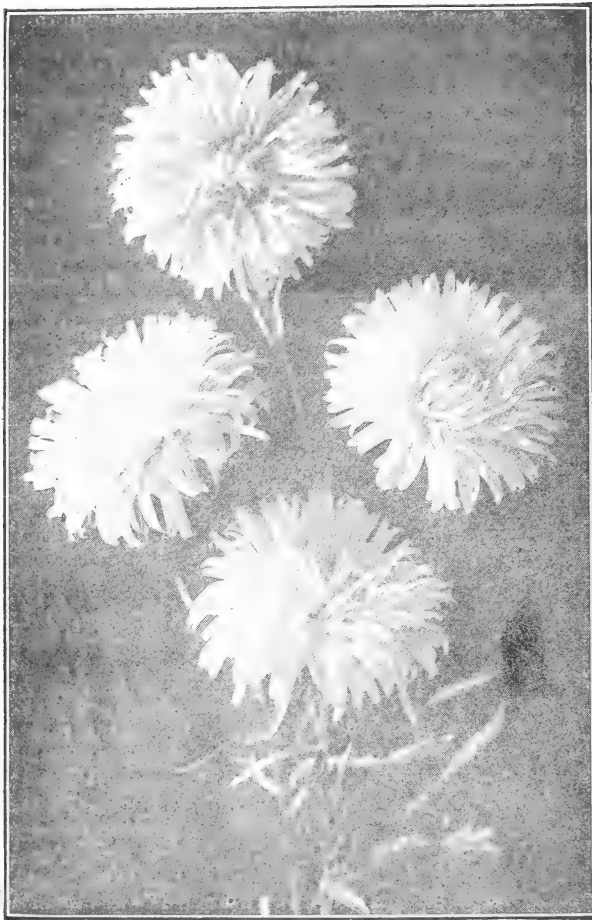
Our System of Packing. We wish here to call special attention to our system of packing plants which keeps the roots moist and gives the tops light and air so that they can be shipped long distances and arrive in perfect growing condition. Our packages are the lightest possible weight and so make the express charges very moderate.

Club Orders. In club orders each person's collection will be marked separately, and some extras sent to the person making up the order.

We have increased the list of plants that we offer for sale, all of them varieties that we can recommend after testing them on our own grounds. It is our constant aim to supply our customers with plants of the very best quality. If mistakes occur, please let us know, and we will rectify them at once.

Ageratum. The plants are a mass of flowers until cut by frost. They are fine in masses or as a border to taller growing showy plants such as Salvia. In separate colors, lavender blue, or pearly white. Per doz. 30c.

Alyssum, Double Sweet. The plants are a mass of white until the ground freezes, and the flowers have a pleasant honey fragrance. Valuable as droopers over edge of vase or window box, or for borders of flower beds. Much used in cemetery planting. Each 5c, doz. 50c.



ASTER, COMET CLASS

the choicest seed. Doz. 20c, per 100 \$1.25.

Campanula Alpina. This is a trailing plant with white flowers, very pretty in window boxes or vases. 5c each, per doz. 50c.

Cannas. The foliage is tropical in appearance and the flowers give a mass of color from the first of July until frost. The varieties offered are all standard and will give good satisfaction.

Alphonse Bouvier. 5 ft. Crimson flowers, green foliage.

Egardsdale. 4 ft. Currant red flowers, bronze foliage.

Souv. de A. Crozy. 4 ft. Flowers crimson scarlet, bordered yellow, green foliage.

King Humbert. 4 ft. Orange scarlet flowers, bronze foliage, finest of all.

Florence Vaughan. 5 ft. Golden yellow flowers dotted with bright red, green foliage.

Richard Wallace. 3½ ft. Clear light yellow, early bloomer. Price, 3 in pots, by express, each 15c; 3 for 40c; \$1.50 per doz.

Asters.

Asters steadily increase in popularity for cut flowers and are as general favorites in their season as are the chrysanth'mums later. By planting separate varieties along season of blooming is obtained. We can furnish them in white, pink, light blue or lavender, bright red, and deep purple, in the separate colors of the varieties described in the seed list, also in mixtures. We make aster plants one of our specialties and our rapidly increasing trade assures us that our custom'rs are pleased with the results secured by planting our aster plants. The plants we offer have been once transplanted, they are strong and thrifty, and are grown from

Carnation. See Marguerite carnation.

Chrysanthemums.

Monrovia. Early flowering, large size, color bright yellow.

Major Bonaffon. Late, globular yellow flowers.

Nagayo. A fine late yellow.

Mrs. Perrin. Midseason, bright pink.

Mrs. Henry Robinson. Incurved white, very fine.

White Bonaffon. Pure white, late.

Price, 10c each; per doz. \$1.00.

Cigar Flower. *Cuphea platycentra*. Tubular scarlet flowers, tipped with black and ash white. Always in bloom, winter and summer, and very pretty in a window box or vase. 5c each; per doz. 50c.

Cobaea Scandens. A rapid growing climber with large, purple, pendant, bell shaped flowers. Very handsome for screens, or porch shade. 5c each; per doz. 50c.

Coleus. Much used for bedding, also very pretty in sunny window-boxes and lawn vases. We have a fine collection of yellow, red, and mottled colored foliage. 5c each; 50c per doz.; \$3.50 per 100.

Cosmos. These are so free blooming that they should be in every garden. In mixture of colors from pure white through pink to dark crimson. Early, mixed colors or white, per doz. 30c.

Cosmos. Late, mixed colors or white, per doz. 30c.

Dimorphotheca aurantiaca. The Golden Marguerite. This beautiful annual was recently introduced from South Africa. We were very much pleased with this new plant last year as it showed up on our own grounds. The glossy orange gold with the contrasting black disk of the Marguerite like blossoms make this a conspicuous and beautiful plant for beds and borders. The flowers brought forth much favorable comment from visitors. 5c each; 50c per doz.

English Daisy. *Bellis perennis* fl. pl. White or pink, per doz. 30c.

Boston Fern. The standard decorative plant at the present time. Its rapid easy growth and fountain like form make it a general favorite. Price, 15c and 25c each according to size.

Whitman Fern. The fronds of this variety are very finely divided, and it is the best of the new varieties which have been recently introduced. It does not revert to the plain form as some of the others do, and the plants have a graceful luxuriant appearance which is very attractive. Plants 20c and 30c each according to size. If to go by mail plants are smaller at the same price.

Feverfew. The Gem, double white, fine for cut flowers, design work or growing in masses. 5c each; per doz. 50c.

Geraniums. Of these popular plants we have selected the following choice collection as being the best out of a great number of varieties tested.

Double. Countess of Harcourt, the best double white; John Doyle, bright vermillion; S. A. Nutt, the very darkest scarlet; Flamingo, the brightest of the dark scarlets, a compact grower; Marvel, dark scarlet, more robust than S. A. Nutt, but not quite so dark; Alphonse Ricard, clear bright scarlet; E. H. Trego, a new scarlet with very large flowers; Professor Poiraut, crimson, purple and scarlet; Queen of Fairies, light rose, shading to light flesh; Madam Gilbert; deep pink; Jean Viaud, clear pink; Vera Vend, deep salmon rose; Ville de Poitiers, bright carmine; Louis Francaise, light salmon pink.

Single. Snow Queen, the best single white; Jacquerie, very dark glowing vermillion scarlet; Barbiset, pink, white in center; Blanche Molas, light

rose, shading to flesh; Mrs. Hill, salmon rose; Alice of Vincennes, white center surrounded by rose and bordered with bright scarlet, a very showy variety; Madam Bruant, another aureole variety, white surrounded with pink.

Any of the above varieties of geraniums, good strong plants, 10c each; \$1.00 per doz.

Geranium, Rose Scented is fine for summer use if grown in the garden, and like Heliotrope should be in every outdoor collection. Either skeleton leaved or common, 10c each.

Geranium, Madam Saleroi, leaves green, edged with white, plants dwarf and much used for borders to beds, 5c each; per doz. 50c.

Gladiolus Bulbs. The Gladioli increase each year in popularity as their value for house decoration is more generally recognized. If cut when the first flower opens and placed in water in the house every bud on the spike will open into good flowers. Grown in masses the flowers make a fine show in the garden. They are useful to succeed the early spring bulbs as the gladiolus bulbs may be planted in the bed while tulips, etc., are in blossom and the bed can be put in shape for the gladioli afterward. The bulbs should be placed not less than three inches deep and may be planted for succession from early spring until middle of June. If grown in masses they may be planted five or six inches apart and if in rows about three inches apart in the row.

We have a fine collection of gladioli in a splendid mixture of shades. By mail, postpaid, per doz. 40c; 35 for \$1.00. By express, per doz. 25c; 60 for \$1.00; \$1.50 per 100. Light shades, by mail, postpaid, per doz. 50c; 35 for \$1.00. By express, per doz. 30c, 50 for \$1.00.

Mixture of dark shades at same prices as light shades mixture.

Gladiolus, America. This is the most beautiful of all the varieties of gladioli. It is of a soft lavender pink shade. The flowers are large, on strong vigorous stalks. Our exhibit of this variety at the 1909 Wisconsin State Fair attracted a great deal of attention. Price, 10 cents each; \$1.00 per doz.

Heliotrope. After testing a great many varieties we offer the following as the best: Queen of Violet, very dark with white eye; Florence Nightingale, medium shade and very free bloomer; White Lady, nearest approach to white, good grower, free bloomer, 10c each; per doz. \$1.00.

Lemon Verbena. Aloysia Citriodora. Very choice in fragrance for indoors or out; 10c each; per doz. \$1.00.

Lobelia. Single, blue with white eye. 5c each; per doz. 50c.

Kathleen Mallard, the new double blue lobelia. 5c each; 50c per doz.

Marguerite Carnations. These summer flowering carnations are grown from seed and flower freely the first season. A large percentage come double and they are delightfully fragrant. In white, pink or mixed shades, per doz. 30c.

Mourning Bride. Scabiosa. The flowers are double on long slender stems and they are fine for cutting. They come in a variety of shades from white to deep maroon and darkest purple, per doz. 30c.

Paris Daisy. White with yellow center, a new large flowered variety more free blooming than the old kind; each 5c; per doz. 50c.

Parsley. Much used for garnishing meats or flavoring dressings. Also very ornamental in the garden. Giant curled, strong plants; 5c each; 50c per dozen.

Pansy Plants. The growing of pansy plants and seeds is our main specialty and our trade in pansy plants is now very extensive with both amateurs and dealers. For over twenty-five years we have shown our pansies at our own state and other leading fairs of the west and we know what will please the American people in colors and varieties.

We offer our pansies believing them to be superior in size and form of flower, with the most beautiful colors and markings to be found in pansies at the present time.

Orders will be filled promptly as soon as spring opens. We can also furnish transplanted plants in the fall after Sept. 20th. Write for special prices on fall pansy plants.

The plants we offer are all grown so as to furnish a strong root system. Those started in the greenhouse are hardened off by transplanting out doors before shipping.

Plants sent to all parts of the country, whether by express or mail have been reported received in splendid order.

Transplanted plants in bud or blossom, from selected seed, by express, 50 plants, \$1.00; 100 plants, \$1.60; 1,000 plants, \$15.00; 500 plants at 1,000 plant rates. Plants once transplanted, by mail postpaid, 25c doz.

Not less than one dozen plants by mail.

The above prices are for mixed varieties, but if many plants of any one variety are ordered, ten per cent will be added to the regular prices of such plants.

Petunia. Single. Fringed or superbissima, each variety separate or both mixed, per doz. 30c.

Petunia. Double. Purity, fringed pure white. Defender, pure white. Snowball, fringed white, flowers smaller than preceding varieties. Pink Beauty, fringed pink, a favorite. Talisman, rosy lilac, varying some in shade. Crimson beauty, purplish crimson. Marvel, edged and mottled with white. Stella, white with mottled pink center. Each, 10c; per doz. \$1.00.

Salvia Splendens. Nothing can excel the Salvia Splendens for giving a showy mass of color, and for a long time. With late cosmos, cannas, or any other bright green for a center or back ground the bright scarlet has a brilliant effect. St. Louis, tall, free blooming. Clara Bedman or Bonfire, medium height, equally as showy as St. Louis. Zurich, dwarf, an early and continuous bloomer. Any of the above varieties, 5c each; 50c per doz.

Salvia Rutilans. Pineapple salvia. The leaves of this salvia have a strong pineapple fragrance. Plants may be grown in pots, or potted in late summer for winter blooming. The long spikes of crimson flowers are very showy. Not suitable for bedding. 5c each; 50c per doz.

Scabiosa. See Mourning Bride.

Thunbergia. A very attractive climber, suitable for drooping over edge of vase or window box. Flowers white with black eye, or yellow with black eye. 5c each; per doz. 50c.

Tradescantia tricolor. The brightest of the wandering Jews. Useful in window boxes and vases in shady places, to hang over the edge. 10c each, \$1.00 per doz.

Verbena. Beautiful and fragrant, free and continuous bloomers. In separate colors of white, pink, dark blue, scarlet, and mixed; per doz. 30c.

Vinca Variegata. Has drooping vine like stems with leaves variegated white and green. Indispensable for window boxes and vases. 10c each; per doz. \$1.00.

HARDY PERENNIAL PLANTS.

Hardy Herbaceous Perennials last for many years if not overcome with weeds and grass. To succeed they must be cultivated. In winter they all do better if covered with some light litter and surface drainage should be provided.

Achillea Ptarmica. The Pearl, Double white, very hardy, and a profuse bloomer. Valuable as a summer cut flower. 5c each; 50c per doz.

Aquilegia or Columbine. These beautiful plants should be planted freely in every hardy garden. We can furnish them in the following varieties: Double white, usually in bloom by Decoration day. Coerulea, the long spurred Rocky Mountain columbine, bright blue and white. Chrysantha, or Golden columbine, bright yellow, long spurred flowers. Long Spurred Hybrids, mixed colors. 10c each; \$1.00 per doz.

Asclepias Tuberosa. Butterfly weed. Showy compact umbels of brilliant orange colored flowers. Blooms during July. 1½ to 2 feet high. 10c each; \$1.00 per doz.

Aster Novae Angliae. Bright violet purple. Very showy, especially if planted in masses. 10c each; \$1.00 per doz.

Coreopsis Lanceolata. Has graceful flowers of bright golden yellow color. Very desirable for cutting, easily grown. 10c each; per doz. \$1.00.



DELPHINIUM

Delphinium. Hardy Larkspur. Larkspurs are among the most easily grown of hardy perennial plants. They are very hardy.

Chinese Larkspur. Very pretty, with finely divided foliage and flowers ranging from light to deep blue, also white. 10c each; per dozen \$1.00.

New Hybrid Larkspur. Strong vigorous growers, flowers in various shades of blue, some with white centers. 10c each; per doz. \$1.00.

Dianthus Barbatas, see Sweet William.

Eupatorium ageratoides. Small flowers forming dense white heads. 3 to 4 feet high. In bloom through August and September. 10c each; \$1.00 per doz.

Gaillardia Grandiflora. One of the very best of hardy perennials. Flowers are large on long stems in beautiful combinations of yellow and scarlet shades. If the center of plants should winter kill save the roots, from which young plants will spring up. 10c each; per doz. \$1.00.

Gypsophila Paniculata. Graceful panicles of minute pure white flowers, giving a gauze like appearance. Useful for cutting, in combination with other flowers. 10c each; per doz. \$1.00.

Hollyhock. An old favorite. Valuable as a background or to plant among shrubbery. Double mixed and single mixed colors. Strong plants. 10c each; \$1.00 per doz.

Lychnis Chalcedonica. Very easily grown, heads of flowers very brilliant orange scarlet. 10c each; \$1.00 per doz.

Lychnis Haageana. Orange scarlet, blooms in May and June. 12 inches. 10c each; \$1.00 per doz.

Myosotis or Forget-me-not. Heavenly Blue. Perfectly hardy in winter, but easily lost in summer if neglected. 5c each; per doz. 50c.

Platycodon. Japanese Bell Flower. These are very free bloomers and beautiful. Flowers are white or blue and very attractive in bud as well as blossom. 10c each; per doz. \$1.00.

Peonies. *Festiva maxima*, the best white; pink; deep rose; red. Strong divisions, 3 to 5 eyes. 25c each; \$2.50 per doz.

Perennial Phlox.

Probably there is no perennial flower that makes a finer show in the garden than the hardy phlox. They should be divided and re-set every two or three years. From a number of choice varieties the following selection is offered:

Amphytron. Lilac, suffused with white.

Aquilon. Carmine rose, shaded salmon with dark center.

Atalia. Clear light pink, lighter center, dwarf.

Attraction. White with rosy crimson eye, long spikes of bloom.

Baron Burkhart. Bright rose, with large heads of flowers.

Crepuscle. Lilac shading to nearly white, crimson center flowers large.

Coquelicot. Scarlet shaded with salmon, crimson eye. Very showy.

Eclairer. Purplish crimson with white halo.

Esperance. Magenta lilac shading to white center.

Henry Murger. Large white flowers, large crimson center.

Iris. Rich deep purple with dark crimson center.

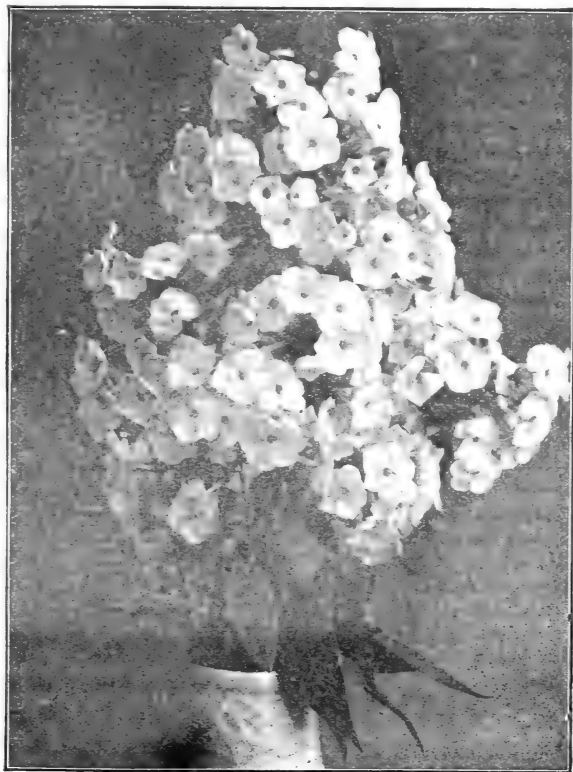
Jas. Bennett. Light pink, tinted salmon, large crimson center.

James Galloway. Crimson, maroon center.

Luminous. Clear bright red with crimson eye.

Pink Beauty. Clear pink, in large compact heads.

Suffrage. Light magenta with crimson center.



William Robinson. Rosy salmon with dark center.

Avista. Early white.

Independence. Midseason white.

Jean d'Arc. Late white.

Any of the above varieties, 10c each; per doz. \$1.00.

New varieties of Perennial Phlox.

F. G. von Lasburg. Flowers very large and pure white. Early blooming with very large clusters.

Gruppen Koenigen. Immense heads of very large flowers. Clear light pink with dark eye.

Selma. Large trusses of pink flowers with red eye.

Geo. A. Strohlein. Bright scarlet with crimson red eye. Large flowers, very showy.

New varieties, 15c each. One each of the four for 50c.

One each of the foregoing twenty-four varieties for \$2.00. A beautiful and interesting collection.

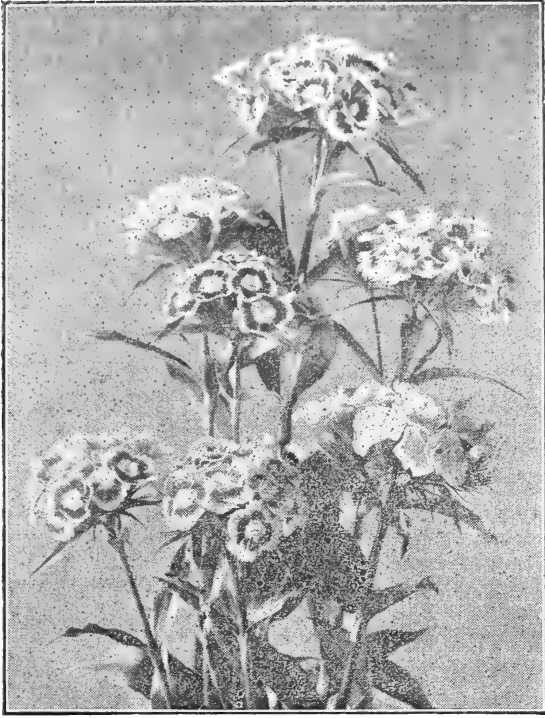
Pyrethrum Hybridum. Too much cannot be said in favor of this grand hardy perennial. It is very hardy, grows about 18 inches high, and has Daisy-like flowers from bluish white to bright red. Each 10c; per doz. \$1.00.

Pyrethrum Uliginosum. Giant Daisy. These appear like tall Shasta Daisies, but are a species of Pyrethrum and are very hardy. They are very showy in late summer when covered with their large white flowers. 10c each; per doz. \$1.00.

Rudbeckia Golden Glow. Produces masses of double golden yellow flowers. Very hardy. 5c each; per doz. 50c.



Shasta Daisy, Burbank's Large white flowers in bloom continuously throughout the summer and fall. 10c each; per doz. \$1.00.



Sweet William. *Dianthus barbatus.* A favorite in the old fashioned garden. Mixed colors, double or single. 10c each; \$1.00 per doz.

Any of the foregoing varieties of plants, one-half dozen at dozen rates. A dozen may consist of more than one kind of plants which are listed at the same price.

Special Collection. For the benefit of those who do not wish to bother with selecting a list of plants for the hardy garden we will put up collections of sixteen perennial plants listed at 10c each, our selection of varieties, for \$1.00. Thirty-five plants, our selection, for \$2.00. Sent by express, charges paid by receiver. These collections are sure to please you.

ORNAMENTAL SHRUBBERY

Our nurseries have been inspected by an officer of the State Experiment Station and have been pronounced free from any dangerously injurious insects or plant diseases.

We try to be as careful as possible to send out all plants correctly labeled, but if we make any mistakes we wish customers to notify us at once and stock wrongly sent out will be replaced free of charge, but it is mutually agreed between us and our customers that we are not to be held liable for a greater amount than was paid for the stock.

The following list of ornamental shrubbery has been selected as especially

suited to Wisconsin climatic conditions and are as hardy as any of their class.

Thunberg's Barberry. An attractive low growing bush, 2 or 3 feet high. It makes a nice low ornamental hedge and is effective in groups or as an edging to a shrubbery border.

Purpled-leaved Barberry. About 6 feet. Beautiful purple foliage all summer.

Golden Elder. Fine for contrast with other shrubs.

Hydrangea Paniculata Grandiflora. A very popular shrub. Produces large bunches of white flowers in August. Plant in rich soil and prune severely each year.

Philadelphus Coronarius. Mock Orange, 6 to 8 feet. Blooms late in May or early June. Sweet scented, pure white flowers.

Philadelphus Grandiflorus. A large white-flowered strong grower.

Rosa Rugosa. Very hardy. Beautiful dark green leaves, flowers large and single, followed by large showy red seedballs. Fine for shrub border. Variety rubra, pink, variety alba, white.

Snowball. (*Viburnum opulus sterilis*). An old favorite shrub with globular clusters of pure white flowers.

Spirea Anthony Waterer. An improved variety of *S. Bumalda*. Dwarf, covered with large heads of dark crimson flowers from July to autumn.



Spirea Van Houttei. (Sometimes called Bridal Wreath). These shrubs are very beautiful when in bloom late in May, each branch being a garland of white, while all through the season the graceful foliage and drooping branches render them very attractive.

Tartarian Honeysuckle. Grows to about 8 feet. Beautiful pink flowers.

Weigelia Rosea. Handsome pink flowers. The Weigelias are apt to kill back at the tips in winter if not given a little protection.

Price for any of the above 25c each, \$2.50 per doz.

Clematis Paniculata. We consider this a very desirable hardy vine for either shade or ornament. The foliage is very attractive through the summer and the small white flowers form a perfect bank of whiteness in early September. The vine kills back nearly to the ground in winter, but makes a rapid growth in the spring. 2-year-old clumps, 35 cents each.

TOOLE NORTH STAR SEED CORN (Fire Dried)

Toole North Star corn is recognized by the Wisconsin Experiment Association as one of the standard pure bred varieties adapted to Wisconsin.

It is medium early, best suited to southern and central Wisconsin, southern Minnesota, northern Iowa and places of similar latitude. Our soil is a very heavy clay, but we have never failed to grow a good crop of sound corn even in unfavorable seasons.

Toole North Star Corn has been grown pure by us for over twenty-five years and during the last six years it has been improved greatly in yield, size, and depth of grain, form of ear, and quality of fodder, by careful breeding.

Our customers have reported yields of as high as eighty-two bushels of shelled corn per acre over a whole field.

The agronomy department of the Wisconsin Experiment Station has the following to say in regard to breeding a new variety of corn suited to Northern Wisconsin, in the annual report for 1907:

"This variety (Wis. No. 12) was bred by the Station in 1904 by crossing the Wis. No. 8 onto the TOOLE'S NORTH STAR. The desire was to secure the early maturing qualities of the No. 8 and the HIGH YIELD OF THE TOOLE NORTH STAR."

Toole North Star yellow dent corn, grown by D. A. Drew of Baraboo, took first prize of \$50.00 at the 1907 National Corn Show for the best ten ears of yellow dent corn grown in Wisconsin. Our own exhibit of this variety took sixth place in the same class. In 1908 at the National Corn Show Toole North Star Corn took 3d in sweepstakes for yellow corn in the Northern zone, 2d for single ear grown in Wisconsin, 4th for ten ears dent corn grown in Wisconsin besides smaller prizes.

Our corn has been fire dried in a specially constructed building which insures a high percentage of strongly germinating kernels. The corn will be tested several times during the winter.

There will be a heavy shortage of good strong germinating seed corn in 1910 owing to the early freezing in October. Our own supply is short this year. All seed that we send out will test 90% or over.

Many people now prefer to buy seed corn on the ear so they may see just the type of corn they are buying. These are selected ears which will give a heavy yield of fine corn, with reasonable care.

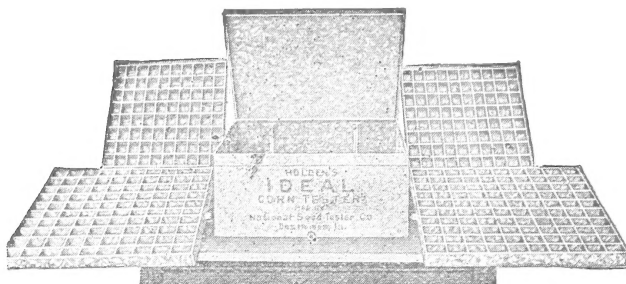
The shelled corn has had the butt and tip kernels removed before shelling and is taken from seed ears not quite good enough to go out at the higher price. The results will not be noticeably below those secured from seed purchased on the ear.

Prices. F. O. B. Baraboo.

On ear, crated; $\frac{1}{2}$ bushel, \$2.00; \$3.00 per bushel, 3 bushels for \$8.50.

Shelled, bags free; $\frac{1}{2}$ bushel, \$1.50; \$2.50 per bu., 3 bushels for \$7.00.

HOLDEN'S IDEAL CORN TESTER



NO. 7 SIZE, 5 BUSHEL BOX TESTER

Will make you more money than any other machine or implement on your farm.

You can test 400 ears at one time in the small tester. It takes only three to four hours to fill the trays and the tester does the rest, making a thorough germination test in four days.

QUICK, SIMPLE, ACCURATE

The Holden's Ideal Tester makes the test with nothing but water so you can see both the sprout and root system and save only the Good, Strong seed. Throw away not only the dead ears but also all weak seed. It is the only tester that will give you an absolutely accurate test. No wet sand, sawdust or cloth for the mould to travel in. Cannot dry out around the edges and spoil part of your test.

Awarded the Gold Medal at the National Corn Exposition. Omaha, 1908.

ONE EAR OF SEED EQUALS SEVERAL BUSHELS OF CROP.

Do not plant a single poor ear.

Price \$7.50 each, F. O. B. Baraboo. Write for booklet and prices of larger sizes.

BARRED PLYMOUTH ROCK

Eggs for Hatching

Our flock has been kept pure and carefully selected for 20 years. Our endeavor has been to secure a farmer's fowl, a strain of good layers with good form for meat production, conforming also to the American Standard of Perfection. Eggs carefully packed \$1.00 per 13. 40 for \$2.00.

Address orders to

WILLIAM TOOLE & SONS,

Pansy Heights

Baraboo, Wis.

1910

Don't forget to sign your name.

A FEW LETTERS.

Many of our customers send us letters of appreciation telling of the exceptional quality of the plants received, and the perfect condition in which they arrived, often after a long journey. We are always pleased to receive these letters from our friends. We print a few of the letters for the benefit of new customers who may not be accustomed to buying plants from a distance. Owing to lack of space we print only a few of the letters received.

Excellent Packing

De Grey, S. Dak., Jun. 1, 1909.

Mess. Wm. Toole & Sons,
Baraboo, Wis.

Gentlemen:—That basket of plants arrived on May 13th in excellent order. I opened them up and set them out in the afternoon and not one plant showed a suspicion of wilt, thanks to your excellent packing. Today they are all doing finely—the pansies are blooming freely—the Hydrangeas are leaving out, and the “extra” Columbines, for which please accept my sincere thanks, are preparing for the season’s campaign. The Gladioli are showing spikes to the air and sun. Your selection of the pansies as to size and variety is highly pleasing.

Very truly yours,

SYLVESTER D. HAVENS.

Nice Extras

Fort Scott, Kans.

William Toole & Sons.

I received the package of plants promptly and in fine condition. Thank you for the nice extras.

SALLIE E. OSBUN.

Delayed by Washout

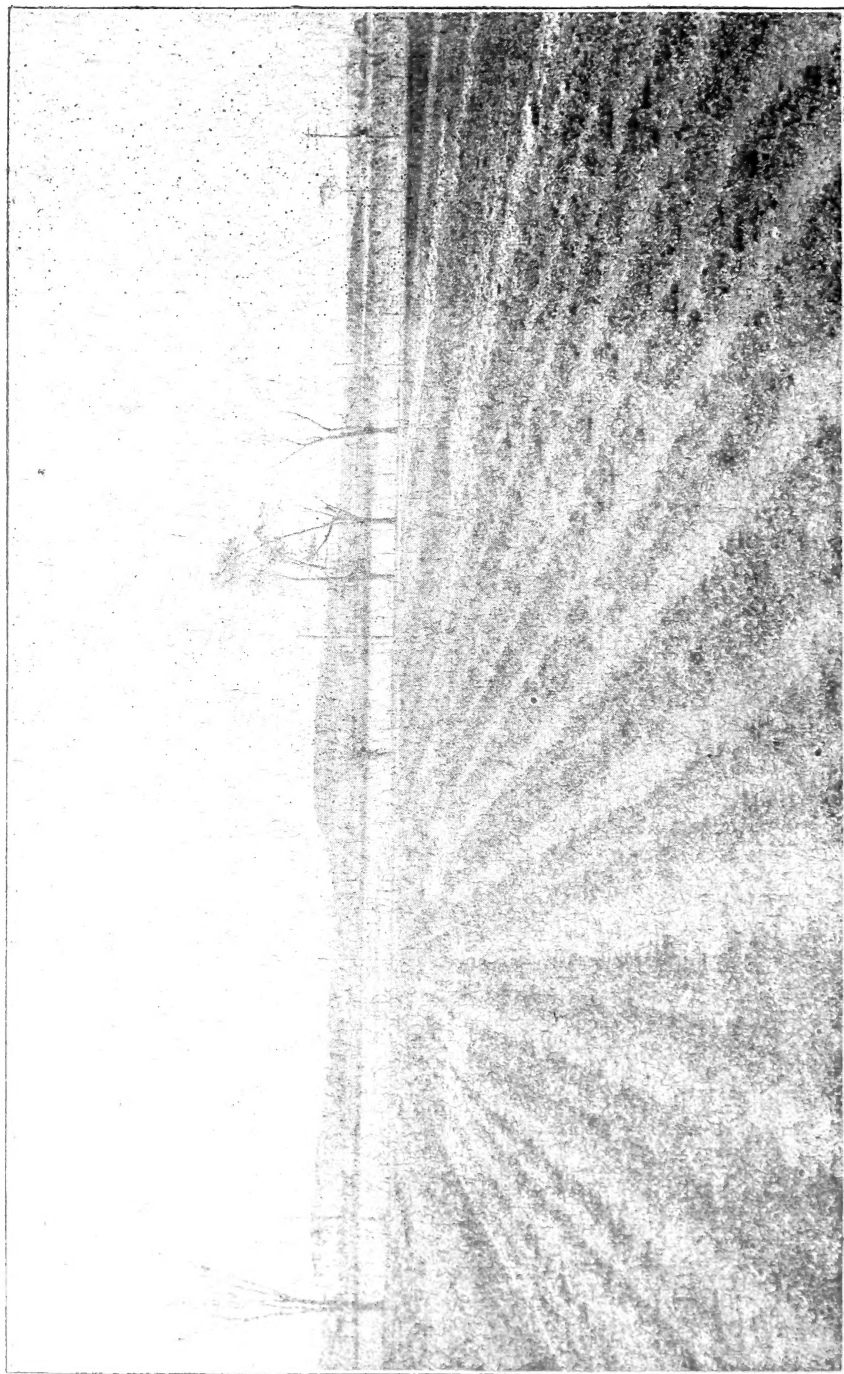
Lead, So. Dak., 6-5-09.

William Toole & Sons, Baraboo, Wis.

Gentlemen:—Plants received yesterday morning—delayed by reason of floods and washout. Came through in good shape and are very fine. Thank you for the extras and will give you all the business I can.

Yours truly,

T. R. STONER.



ONE OF OUR PANSY FIELDS